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L Number	Hits	Search Text	DB	Time stamp
1	3	(mailing adj list and (email or "e-mail" or electronic adj mail)) and "response rate" and (incentive or reward or award)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM TDB	2001/11/01 12:14
-	216	mailing adj list and (email or "e-mail" or electronic adj mail)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM TDB	2001/11/01 08:12
-	49	(mailing adj list and (email or "e-mail" or electronic adj mail)) and test and (identify or indentification or identifier)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM TDB	2001/11/01 08:14
_	277	"Direct marketing"	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM TDB	2001/11/01 08:15
-	67	"Direct marketing" and (email or "e-mail" or "electronic adj mail")	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM TDB	2001/11/01 08:16
_	4	("Direct marketing" and (email or "e-mail" or "electronic adj mail")) and "response rate"	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM TDB	2001/11/01 08:16
_	6	<pre>(mailing adj list and (email or "e-mail" or electronic adj mail)) and "response rate"</pre>	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM TDB	2001/11/01 12:13

### Status: Signing Off. logoff 01nov01 13:11:08 User264726 Session D34.2 \$3.62 0.670 DialUnits File15 \$3.10 2 Type(s) in Format 3 \$3.10 2 Types Estimated cost File15 \$6.72 \$0.73 0.135 DialUnits File9 \$0.73 Estimated cost File9 \$0.20 0.037 DialUnits File623 \$0.20 Estimated cost File623 \$0.10 0.101 DialUnits File810 \$0.10 Estimated cost File810 0.10 DialUnits File275 \$0.81 \$2.15 1 Type(s) in Format 3 \$2.15 1 Types \$2.96 Estimated cost File275 \$0.69 0.102 DialUnits File624 \$0.69 Estimated cost File624 \$2.02 0.3 3 DialUnits File636 \$2.02 Estimated cost File636 \$1.81 0.3 5 DialUnits File621 \$1.81 Estimated co. t File621 \$0.29 0.2: DialUnits File813 \$0.29 Estimated co: t File813 \$3.47 0.6 3 DialUnits File16 \$1.45 1 Type(s) in Format 3 \$1.45 1 Types \$4.92 Estimated co : File16 \$0.70 0.1 → DialUnits File160 \$0.70 Estimated co : File160 \$5.29 0.9 ) DialUnits File148 \$4.35 3 1 pe(s) in Format 3 \$4.35 3 Typ-3 \$9.64 Estimated co. t File148 \$0.59 0.5 3 DialUnits File20 \$0.59 Estimated cont File20 OneSearch, 1 files, 4.557 DialUnits FileOS \$0.30 TYMNET \$31.67 Estimated co : this search \$31.69 Estimated to all session cost 4.824 DialUnits

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Flaming, complaining, abstaining: How online users respond to privacy concerns

Sheehan, Kim Bartel; Hoy, Mariea Grubbs

Journal of Advertising v28n3 PP: 37-51 Fall 1999

ISSN: 0091-3367 JRNL CODE: JOA

WORD COUNT: 9507

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Response variation in e-mail surveys: An exploration

Sheehan, Kim Bartel; McMillan, Sally J

Journal of Advertising Research v39n4 PP: 45-54 Jul/Aug 1999

ISSN: 0021-8499 JRNL CODE: ADR

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02362936 SUPPLIER NUMBER: 58559441 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Reach Out to Customers Instantly. (using e-mail for direct marketing ) (Industry Trend or Event)

Compton, Jason

PC/Computing, 152

Feb, 2000

ISSN: 0899-1847 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1126 LINE COUNT: 00088

10/3/4 (Item 1 from file: 16)

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SHEEHAN, KIM BARTEL; McMILLAN, SALLY J.

Journal of Advertising Research, v39, n4, p45

July, 1999

Language: English Record Type: Fulltext

Article Type: Statistical Data Included

Document Type: Magazine/Journal; Refereed; Professional

Word Count: 6499

10/3/5 (Item 1 from file: 148)

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13728660 SUPPLIER NUMBER: 77237346 (USE FORMAT 7 OR 9 FOR FULL TEXT)

INCOMING!!(the use of e-mail for marketing) (Brief Article)

Boxall, Michael

BC Business, 29, 8, 22

August, 2001

DOCUMENT TYPE: Brief Article ISSN: 0829-481X LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 1084 LINE COUNT: 00084

10/3/6 (Item 2 from file: 148) DIALOG(R) File 148: Gale Group Trade & Industry DB (c) 2001 The Gale Group. All rts. reserv.

12133960 SUPPLIER NUMBER: 60072301 (USE FORMAT 7 OR 9 FOR FULL TEXT) Response Variation in E-Mail Surveys: An Exploration. (Statistical Data Included)

SHEEHAN, KIM BARTEL; McMILLAN, SALLY J. Journal of Advertising Research, 39, 4, 45 July, 1999

DOCUMENT TYPE: Statistical Data Included ISSN: 0021-8499

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Sheehan, Kim Bartel; Hoy, Mariea Grubbs Journal of Advertising, 28, 3, 37 Fall, 1999

ISSN: 0091-3367 LAN WAGE: English RECORD TYPE: Fulltext

WORD COUNT: 10642 LINE COUNT: 00941

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2			Apparatus, method, and system for sizing markets
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4			Relational database management system and method of operation
5	<u>6,236,977</u>	T	Computer implemented marketing system
6	6,236,975	T	System and method for profiling customers for targeted marketing
7	6,208,866		System and method for location-based marketing to mobile stations within a cellular network
8	6,189,029	T	Web survey tool builder and result compiler
9	<u>6,151,584</u>		Computer architecture and method for validating and collecting and metadata and data about the internet and electronic commerce environments (data discoverer)
10	6 151 581		System for and method of collecting and populating a database with physician/patient data for
	0,101,001	:=::	processing to improve practice quality and healthcare delivery
11	6,144,948	T	Instant credit card marketing system for reservations for future services
12	6,128,624	T	Collection and integration of internet and electronic commerce data in a database during web browsing
13	6,092,053	T	System and method for merchant invoked electronic commerce
14	6,073,112	T	Computer system for merchant communication to customers
15	6,070,147	T	Customer identification and marketing analysis systems
16	6,067,525	T	Integrated computerized sales force automation system
17	6,064,978	T	Question and answer system using computer networks
18	6,035,280	T	Electronic discount couponing method and apparatus for generating an electronic list of coupons
19	6,029,141	T	Internet-based customer referral system
20	6,026,370	T	Method and apparatus for generating purchase incentive mailing based on prior purchase history
21	6,006,197	T	System and method for assessing effectiveness of internet marketing campaign
22	<u>5,974,396</u>	T	Method and system for gathering and analyzing consumer purchasing information based on product and consumer clustering relationships
23	5,966,695	T	Sales and marketing support system using a graphical query prospect database



- 24 5,956,693 Computer system for merchant communication to customers
- 25 5,930,764 Sales and marketing support system using a customer information database
- 26 5,878,405 Pension planning and liquidity management system
- 27 <u>5,855,008</u> **T** <u>Attention brokerage</u>
- 28 5,819,263 II Financial planning system incorporating relationship and group management
- 29 5,809,481 T Advertising method and system
- 30 5,794,210 T Attention brokerage
- 31 5,781,893 T System for estimating product distribution
- 32 5,774,869 T Method for providing sponsor paid internet access and simultaneous sponsor promotion
- 33 5,721,832 Method and apparatus for an interactive computerized catalog system
- 34 5,721,831 Method and apparatus for recording results of marketing activity in a database of a bank, and for searching the recorded results
- 35 5,712,987 Interface and associated bank customer database
- 36 5,502,636 Personalized coupon generating and processing system
- 37 5,420,786 Method of estimating product distribution
- 39 5,237,620 Theck reader method and system for reading check MICR code
- 40 5,227,874 Method for measuring the effectiveness of stimuli on decisions of shoppers
- 41 5,198,642 Response form processing system
- 42 5,023,435 TResponse form processing system
- 43 4,908,761 System for identifying heavy product purchasers who regularly use manufacturers' purchase incentives and predicting consumer promotional behavior response patterns
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### Status: Signed Off.



"mailing list" selection marketing email Homepage   Advanced Search			
Search using: HotBot Lycos Google	Ask Jeeves		

Tools | HotBot Skins | Preferences

Language: English -- Date: Before March 11 1999 [ Edit this Search ]

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WEB RESULTS (Showing Results 1 - 10 of 1,547)

### 1. Mailing List and Usenet

LIS 312: Information in Cyberspace Fall 1998 | Home | Schedule | Course Information | Census | Usenet Newsgroups and Mailing Lists Usenet "Users Network" Computerized version of bulletin board A large(how large?) collection of a discussion group Each fiat.gslis.utexas.edu/~I312sy/usenet.html - October 5, 1998 - 12 KB

### 2. Book Catalogues List

... Use the email address at the end of this document. ... NOT reach me!! I refuse email from this site no ... bookshop with a wide **selection** of general stock on may ... www.io.com/user/tittle/books/catalogues.html - October 5, 1997 - 144 KB

### Offroad Mailing List Digest v5n9

Offroad Mailing List Digest v5n9 Offroad Digest (RFC1153) Mon, 28 Oct 96 18:10 Volume 5 : Issue 9 Today's Topics: Administrivia: 4th Anniversary .....and wheel offset. www.offroadlist.com/digests/v5n9.html - June 29, 1997 - 58 KB

### 4. Squeak Smalltalk Mailing List Archive

Center for Research in Electronic Art Technology (CREATE) Dept. of Music, UC Santa Barbara Squeak Smalltalk Mailing List Archive www.ccmrc.ucsb.edu/squeak/9701.html - June 18, 1997 - 350 KB

### 5. Harp Mailing List 1998/11 Archive: By Thread

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... Harp **Mailing List** 1998/11 Archive. By Thread ... (fwd'd msg) Harp Admin Account. Online **Marketing** dvjkhfwt@earthlink.net ... looking for **email** address Emile Vidrine. Hurricane Victims Milton ...... www.tns.lcs.mit.edu/harp/archives/1998.11 - December 15, 1998 - 80 KB

### 6. Harp Mailing List 1998/11 Archive: By Date

Harp **Mailing List** 1998/11 Archive Starting: Sun 01 Nov 1998 - 10:24:30 EST Ending: Mon 30 Nov 1998 23:41:02 EST Last message date: Mon 30 Nov 1998 - 23:41:02 EST Archived on: Wed Dec 16 1998 - 11:37:32 EST

www.tns.lcs.mit.edu/harp/archives/1998.11/date.html - December 15, 1998 - 78 KB

### 7. Online book marketing presents resources for marketing your book...

... Liszt, the **mailing list** directory. The premier directory ... online **marketing** material, an interested party. decides to reply by **email** and ... your site. The **selection** ofsites on which to ... www.net-market.com/promotion.htm - January 14, 1998 - 11 KB

### 8. Florida WWW Servers List

... Public Relations and **Marketing** Web Design and Site ... uses network **marketing** as its primary distribution method. Editor's **Selection**, Inc. ... images, and exchange **email** with our staff for ...... www.sfla.net/flaserv.htm - April 29, 1996 - 99 KB

### 9. mailing lists

for Agricultural Education (all regions) AAAE-C AAAE-C@VM.CC.PURDUE.EDU American Assoc. for Agricultural Education (central region) AAAE-E AAAE-E@VM.CC.PURDUE.EDU American Assoc. www.usm.maine.edu/~uct/listserv/listserv.lis - January 8, 1996 - 557 KB

### 10. Automation List Thread Index

Automation **List** Thread Index The Automation **List** This archive listing was last updated on Fri Jan 26 04:30:07 96. There are now 2307 messages in the maillist archive, shown below with the newest message first.

www2.control.com/alist/archive.old/threads.html - January 25, 1996 - 279 KB

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WEB RESULTS by LYCO5 (Showing Results 1 - 10 of 11,447)

1. The Cybrarian's Guide to Cyber-Marketing

... for individual email addresses. SUCCESSFUL CYBER-MARKETING SITES ALAMO ... internet. Inet-Marketing Mailing lists are a great ... useful discussion list on the subject ... Archive The mailing list... www.itworks.be/bookmark/cyber/guidtour.htm - January 6, 1999 - 25 KB

2. Squeak Smalltalk Mailing List Archive

... Barbara Squeak Smalltalk Mailing List Archive--November, 1996 ... Stephen Travis Pope) -- Mailing Li Archives at CREATE Ian ... files you can get via email that are monthly collections ... all the traffic on the mailing list . We intend to turn these ...

www.create.ucsb.edu/squeak/9611.html - December 29, 1996 - 229 KB More results from this site

3. BPS-net Mailing List Archive: Jobs at GSM, Queensland, Australia

... facsimile (61 7) 3875 3900, email g.bamber@gsm.gu.edu.au ... management, industrial relations, marketing, corporate governance, strategic ... facsimile (07) 3875 3900, email a.bamber@gsm.gu.edu.au...

www.aom.pace.edu/lists/bps/0166.html - April 14, 1998 - 6 KB

4. Marble Corner Mailing List: We are grant and marble manufacture in...

... PAKISTAN. FAX: (9221) 2416550 EMAIL: REN@PAKNET3.PTC.PK GENTLEMEN ... CONTACT DIRECTLY TO OUR FAX OR EMAIL ADDRESS. KIND REGARDS. K.RANGOONWALA ... YOUR COMMENTS BY RETURN FAX / EMAIL . KIND REGARDS. HANAM CORPORATION ... 1998 Status: RO Return-Path: list

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Opt In, Targeted, Append, eCOA Increase ROI with Opt-In Marketing. experian.com/products/elist\_netwo

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h b c h ef g e ec \_man@apuanet.bicnet.it Received ...
apuanet.bicnet.it/marble\_corner/archive/1997/0042.html - July 26, 1998 - 55 KB

### 5. The Big Secret Of Online Marketing Success

... Marketers Your **email** program is ... your online **marketing** arsenal. The **selection** of the right ... from your **list**, they'll ... receive your mailings if all copies of their **email** addresses ... middle... www.profitpage.com/tools1.htm - October 26, 1998 - 9 KB

### 6. Tech Corner: Email Systems

Tech Corner: **Email** Systems Ship-Shore **Email** at the University of Hawaii by Steve Poulos Currently the ... The following exchange recently came across on the Ocean Tech **mailing list**. Some or all of... www.gso.uri.edu/unols/newsletters/rvtc4-1.html - September 17, 1996 - 14 KB

### 7. WWW Entrepreneurial Business Directory Business Listings

... ENTREPRENEUR **MAILING LIST** COMPANY. Millions ... Guarunteed Deliverable **Mailing** Lists! VISIT our SITE at: E.M.L.C. - 1 000 **EMAIL** Name OPPORTUNITY SEEKER **LIST** AVAILABLE NOW ON ... Opportunity Seeker **Mailing List**! E-mail us for additional ... worldentre.com/bizdir3.htm - October 20, 1997 - 58 KB

### 8. Online book marketing presents resources for marketing your book...

... Liszt, the **mailing list** directory ... 000 newsgroups, **mailing** lists, and ... The NEW-**LIST** archives ... reading your online **marketing** material, an interested ... decides to reply by **email** and get "more information ...

www.net-market.com/promotion.htm - January 15, 1998 - 11 KB

### 9. Book Catalogues List

... Electronic Publishing **Email List** Jacobs Publishing ... electronic publishing **mailing list** . If you are interested ... subscribe by sending **email** to listproc@news.clark ... epub Bibliophile **Mailing** ... www.io.com/~tittle/books/catalogues.html - October 6, 1997 - 144 KB

### 10. Linux Gazette Index Page

... for Dummies, by Martin Vermeer **Marketing** Linux, by Jim Schweizer Product ... Kachina Technologies, Inc. **MAILING** -**LIST**: Linux Speech Recognition ... Linux are invited to join this new **mailing list** .... linuxgazette.by.iatp.org.ua/issue28/issue28.html - May 6, 1998 - 381 KB

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Search using: HotBot Lycos	Googla Ask Jeeves		

Tools | HotBot Skins | Preferences

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WEB RESULTS by GOOGLE (Showing Results 1 - 10 of 1,020)

1. Mailing List CERRO-L: New Book Announcement

ecolu-info.unige.ch/archives/cerro97/0190.html - 8 KB

2. Mailing List CEEMAN-L: Selected Websites from the Scout Report

ecolu-info.unige.ch/archives/ceeman99/0127.html - 11 KB

3. On line courses in english

... Or you can use a commercial mailing list server: Lyris ... Marketboard strives to be one-stop site for marketing. ... reader" is limited by its selection of available ... crisceb.unina2.it/Mari/coursesinternet.html.bak - 21 KB

4. NATIVE-L (July 1995): Re: EARTH-SPIRIT mailing list / walk for ...

... Gary S. Trujillo: "Re: EARTH-SPIRIT mailing list / walk for ... or postal messages to Internet Marketing Partners may ... To get a **selection** of articles which appeared ... nativenet.uthscsa.edu/archive/nl/9507/0022.html - 15 KB

5. How to promote your website for free, part II

... In some cases a certain selection takes place, especially ... In Web Site Marketing for Realtors it is stated ... your URL mentioned in a mailing list: all subscribers ...

Email campaigns quarantee

3% open rate guarantee general list 15% open rate targeted list www.eeemedia.com

Email Marketing - 100MM

Opt In, Targeted, Append, eCOA Increase ROI with Opt-In Marketing. experian.com/products/elist\_netwo

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utopia.knoware.nl/users/sybev/promote/world.htm - 7 KB

### 6. Marketing Your Web Site

... There's an extensive **selection** of sales and **marketing** activities ... send an **email** message to the **mailing list**, a copy ... of your company's sales and **marketing** arsenal ... www.webventures.com.au/web/WV\_launch.htm - 18 KB

### 7. Trash Archive

This archive is related to the **mailing list** e-money and contains a **selection** of spam ... to learn the real truth about Bulk **Email** and Internet **Marketing**? ... www.moving-art-studio.com/list/spam/trasharchive.html - 19 KB

### 8. IT-FYI List Archives: Scout Report -- September 19, 1997

... IV edition, is making a **selection** of its ... for Non-Profit Organizations **Mailing List** > Discussion Archive ... **marketing**, database **marketing**, and **marketing** ethics. ... www.ou.edu/archives/it-fyi/0016.html - 36 KB

### 9. The Cybrarian's Guide to Cyber-Marketing

... The **mailing list** for sharing your concerns, comments, and questions on ... Service, a good example of **marketing** 'tie- in ... CENSORSHIP & CONTENT **SELECTION** SOFTWARE: ... www.itworks.be/bookmark/cyber/guidtour.htm - 25 KB

### 10. ECDM Internet Mailing List Archive: June

... can be used for materials **selection** during design ... you can contact me directly or by the **mailing list**. aspects are involved as: **marketing**, information, economics ... zeus.uwindsor.ca/imse/people/ecdmlist/july1994.html - 40 KB

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"mailing list" selection marketing email	Homepage   Advanced Search
Search using: HotBot Lycos Google	N Ask Jeeves

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1. MarketingFile.com - Lists of addresses for mailing & marketing

Looking for a mailing or direct marketing list? ... text messaging and email marketing campaigns. ... and by a wide range of other selection criteria... catalogue.marketingfile.com/

2. Tourneau | World's Largest Selection of Fine Watches

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3. Maximum Revenew Website Package

Comments? Email Us ... To Be An Internet Marketing PRO! ... - A carefully screened selection of ... as a EXPLOSIVE mailing list builder and... weblearnuk.com/

4. creating a website online by eDirectHost - website builder, web site

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### 6. Thirstys - Beermat manufacturer, coaster manufacturer, custom

...feel free to **email** us or ... a limited design **selection** ... agency or your **marketing** ... any form of obligation, please feel free to join our... www.thirstys.co.uk/directcustomer.htm

### 7. Gift Baskets North Carolina, Goldsboro, Raleigh, Durham

...now for best **selection** and on ... Promotions and **Marketing** ... at 1-877-647-4401 or **email** us ... Join our **mailing list** and subscribe to our free... www.goodiebasketgourmet.com/

### 8. Baseball Cards - Beckett Baseball Cards - Fleer Baseball Cards -

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### 9. global seo search engine placement optimization services seo

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### 10. Bagels - New York Bagels - Buy Bagels - Bagel Delivery from Bagel

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### Status: Signing Off... logoff 05dec02 13:00:54 User264726 Session D102.2 \$4.30 0.797 DialUnits File15 \$23.10 14 Type(s) in Format 3 \$3.12 12 Type(s) in Format 95 (KWIC) \$26.22 26 Types Estimated cost File15 0.267 DialUnits File9 \$1.44 Estimated cost File9 \$0.30 0.056 DialUnits File623 Estimated cost File623 \$0.17 0.174 DialUnits File810 \$2.60 2 Type(s) in Format 3 \$0.00 1 Type(s) in Format 95 (KWIC) \$2.60 3 Types \$2.77 Estimated cost File810 \$1.43 0.266 DialUnits File275 \$6.90 3 Type(s) in Format 3 \$2.10 3 Type(s) in Format 95 (KWIC) \$9.00 6 Types \$10.43 Estimated cost File275 \$0.99 0.175 DialUnits File624 \$0.99 Estimated cost File624 \$2.67 0.494 DialUnits File636 \$4.20 3 Type(s) in Format 3 \$3.45 1 Type(s) in Format 9 \$0.00 1 Type(s) in Format 95 (KWIC) \$7.65 5 Types \$10.32 Estimated cost File636 0.427 DialUnits File621 \$2.31 \$2.31 Estimated cost File621 0.343 DialUnits File813 \$0.34 \$0.34 Estimated cost File813 1.813 DialUnits File16 \$12.40 8 Type(s) in Format 3 \$9.79 \$1.04 4 Type(s) in Format 95 (KWIC) \$13.44 12 Types \$23.23 Estimated cost File16 \$0.98 0.181 DialUnits File160 \$0.98 Estimated cost File160 \$11.48 2.125 DialUnits File148 \$9.30 6 Type(s) in Format 3 \$1.30 5 Type(s) in Format 95 (KWIC) \$10.60 11 Types \$22.08 Estimated cost File148 \$1.41 1.405 DialUnits File20 \$0.00 1 Type(s) in Format 3 \$0.00 1 Type(s) in Format 95 (KWIC) \$0.00 2 Types Estimated cost File20 OneSearch, 13 files, 8.522 DialUnits FileOS \$4.98 TELNET \$112.10 Estimated cost this search \$112.13 Estimated total session cost 8.690 DialUnits

### Status: Signed Off.

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                  S5 AND MAILING (W) LIST
 S7
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 S8
             44
                  S7 AND PY<=1999
 S9
             27
                  RD (unique items)
 ?show files
 File 15:ABI/Inform(R) 1971-2002/Dec 05
           (c) 2002 ProQuest Info&Learning
 File
         9:Business & Industry(R) Jul/1994-2002/Dec 04
           (c) 2002 Resp. DB Svcs.
 File 623:Business Week 1985-2002/Dec 04
           (c) 2002 The McGraw-Hill Companies Inc
 File 810:Business Wire 1986-1999/Feb 28
           (c) 1999 Business Wire
 File 275:Gale Group Computer DB(TM) 1983-2002/Dec 05
           (c) 2002 The Gale Group
 File 624:McGraw-Hill Publications 1985-2002/Dec 05
           (c) 2002 McGraw-Hill Co. Inc
 File 636:Gale Group Newsletter DB(TM) 1987-2002/Dec 05
           (c) 2002 The Gale Group
 File 621:Gale Group New Prod.Annou.(R) 1985-2002/Nov 29
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           (c) 1999 PR Newswire Association Inc
 File 16:Gale Group PROMT(R) 1990-2002/Dec 05
           (c) 2002 The Gale Group
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           (c) 1999 The Gale Group
 File 148:Gale Group Trade & Industry DB 1976-2002/Dec 03
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